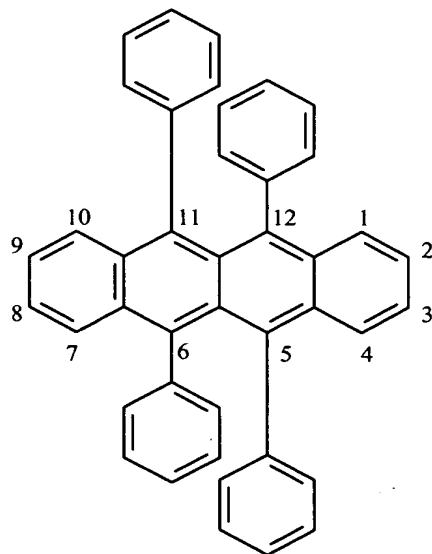


WHAT IS CLAIMED IS:

1. An OLED device comprising a light-emitting layer (LEL) containing a host and an emitting dopant located between a cathode and an anode wherein the dopant is an orange-red light emitting rubrene derivative represented by formula (I):



Formula (I)

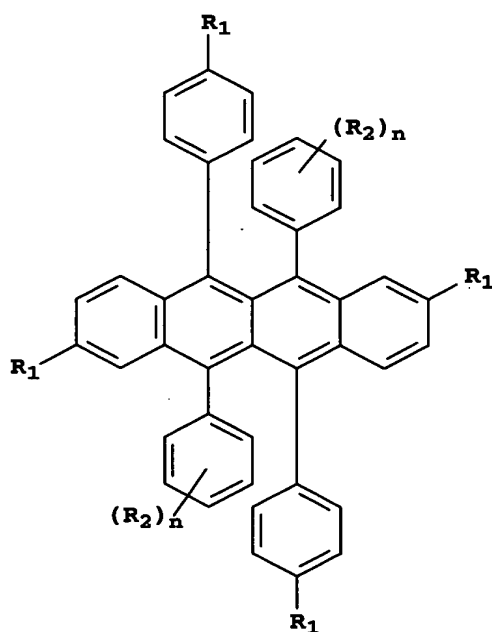
wherein:

- a) there are identical aromatic groups at the 2- and 8-positions;
- b) the phenyl rings in the 5- and 11-positions contain only para-substituents identical to the aromatic groups in paragraph a); and
- c) the phenyl rings in the 6- and 12-positions are substituted or not.

2. The device of claim 1 comprising a further light-emitting compound to provide a white light emission.

3. The device of claim 2 further comprising a blue light-emitting compound to provide a white light emission.

4. The device of claim 2 further comprising a filter over-lying the device.
5. The device of claim 2 wherein the layer comprises a host and dopant where the dopant is present in an amount of up to 10%-wt of the host.
6. The device of claim 5 wherein the dopant is present in an amount of 0.1-5.0%-wt of the host.
7. The device of claim 1 wherein the dopant is represented by formula (II):



Formula (II)

wherein

R₁ is an aromatic carbocyclic or heterocyclic group;

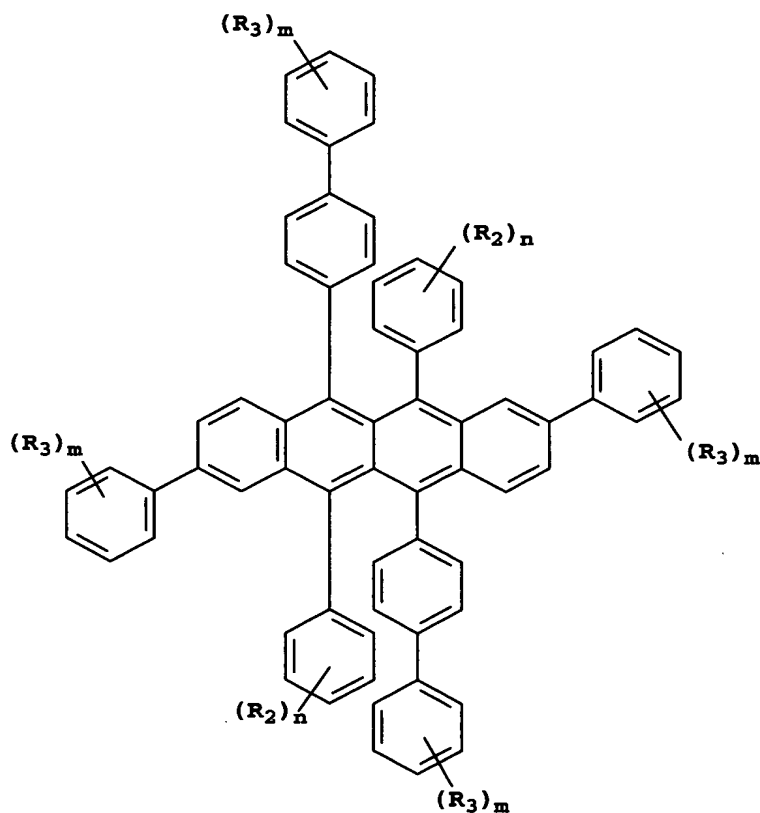
R₂ is a substituent group;

n is 0-5;

provided that all R₁ are the same; and

provided further, that the R₂, their location and n value on one ring are the same as those on the second ring.

8. The device of claim 1 wherein the dopant is represented by formula (III):



Formula (III)

wherein

- R_2 and R_3 are independently selected substituent groups;
 n and m are independently 0-5;
provided that the R_2 , their location and n value on one ring are the same as those on the second ring; and
provided further, that the R_3 , their location and m value on one ring are the same as those on all rings containing R_3 .

9. The device of claim 8 wherein m is 0.
10. The device of claim 7 comprising a further light-emitting compound to provide a white light emission.

11. The device of claim 10 further comprising a blue light-emitting compound to provide a white light emission.

12. The device of claim 10 further comprising a filter over-lying the device.

13. The device of claim 7 wherein R_1 is a phenyl group.

14. The device of claim 7 wherein R_2 is located in the meta or para positions of the phenyl group.

15. The device of claim 7 wherein R_2 is fluorine.

16. The device of claim 7 wherein R_2 is a fluorine-containing group.

17. The device of claim 1 wherein the host is an amine compound.

18. The device of claim 1 wherein the host comprises *N,N'*-di-1-naphthalenyl-*N,N'*-diphenyl-4, 4'-diaminobiphenyl.

19. The device of claim 7 wherein the substituents are selected to provide an emitted light having an orange-red hue.

20. The device of claim 1 wherein the substituents are selected to provide a reduced loss of initial luminance compared to the device containing no rubrene compound.

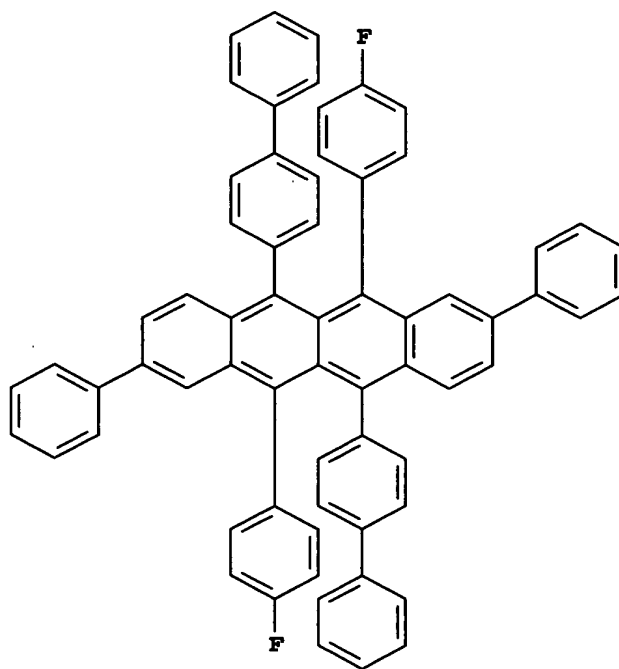
21. The device of claim 7 wherein R_2 are independently selected from the group consisting of fluorine, fluorine containing groups, alkyl, aryl, alkoxy and aryloxy groups.

22. The device of claim 7 wherein the dopant is present in an amount of up to 10%-wt of the host.

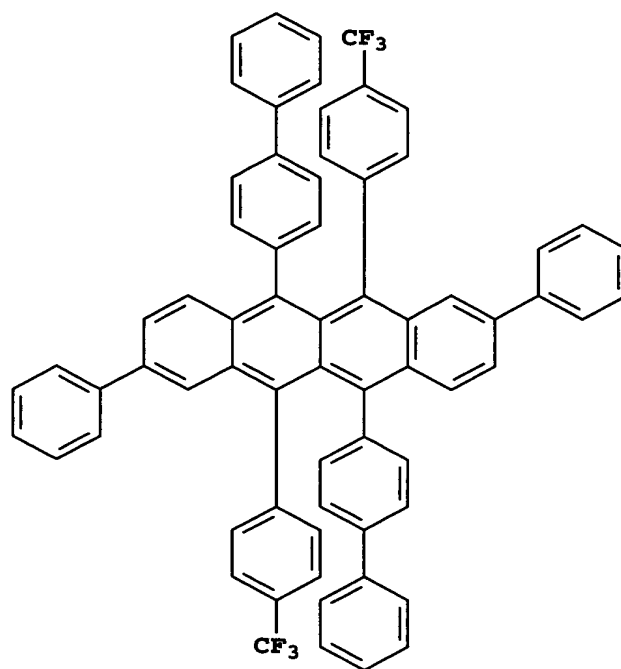
23. The device of claim 22 wherein the dopant is present in an amount of 0.1-5.0%-wt of the host.

24. The device of claim 1 wherein the rubrene derivative is selected from the following:

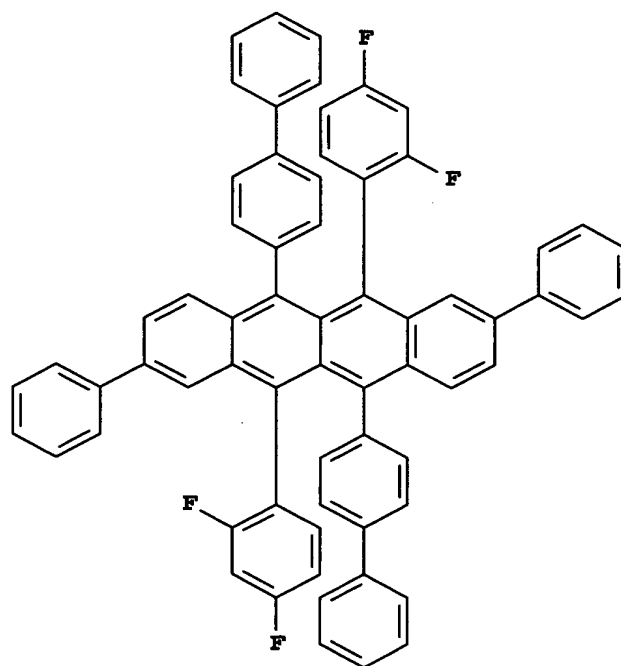
Inv-1

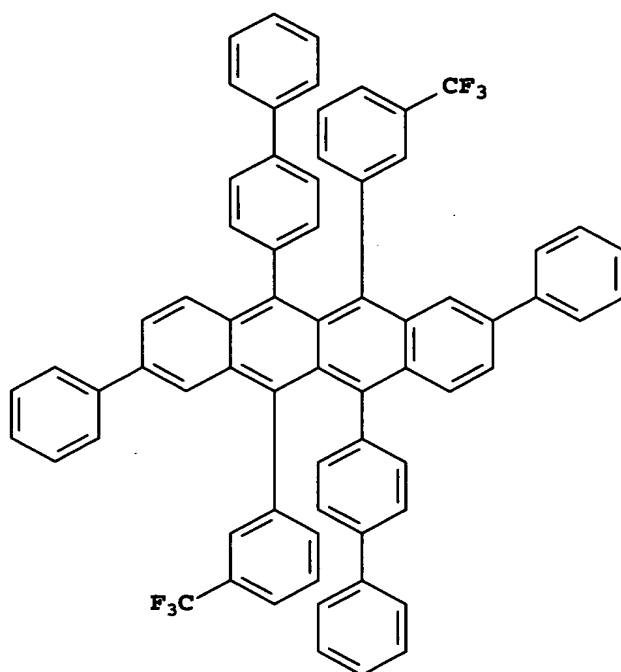


Inv-2



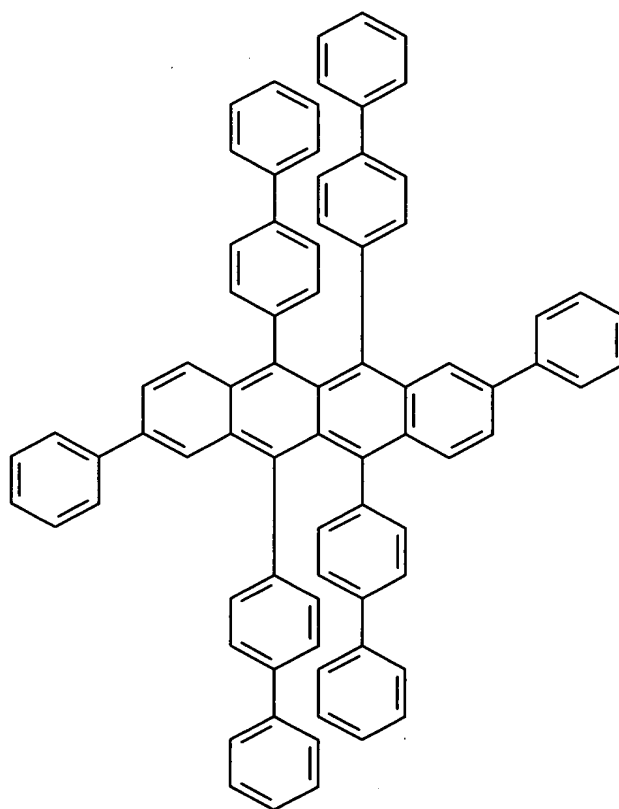
Inv-3



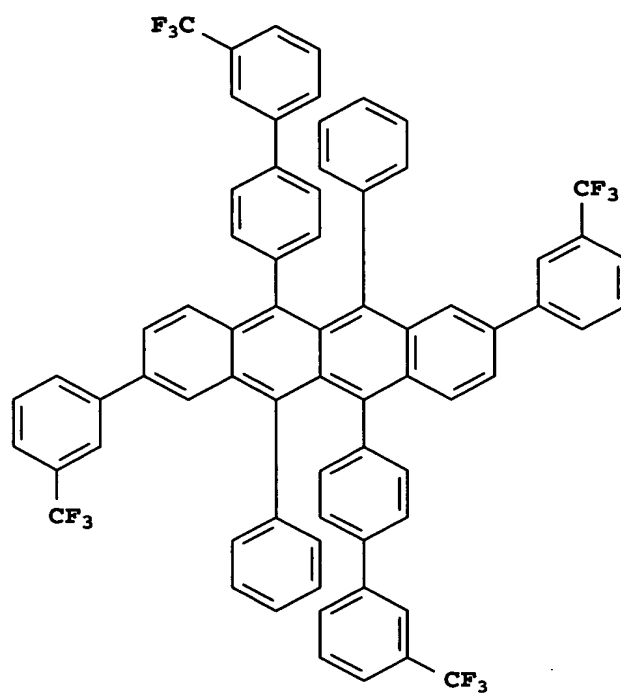


Inv-4

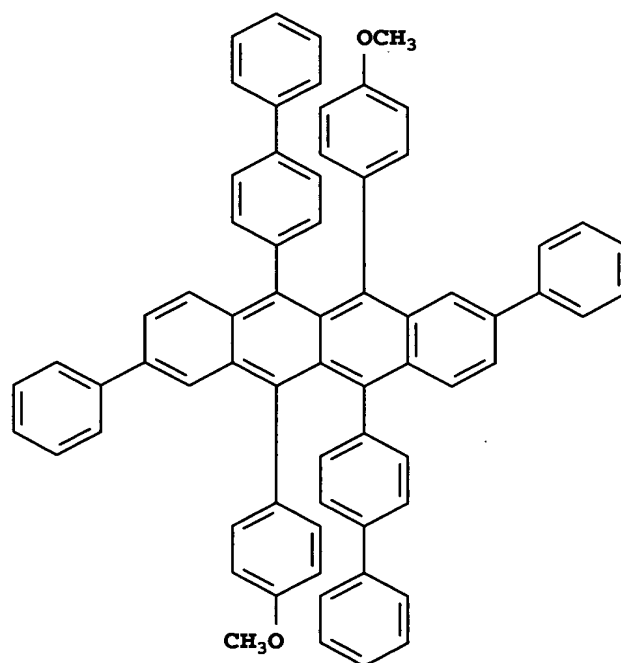
Inv-5



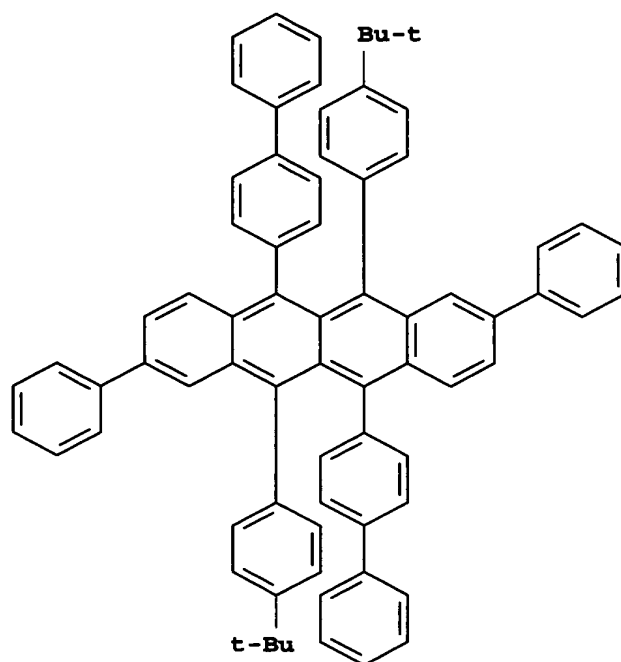
Inv-8



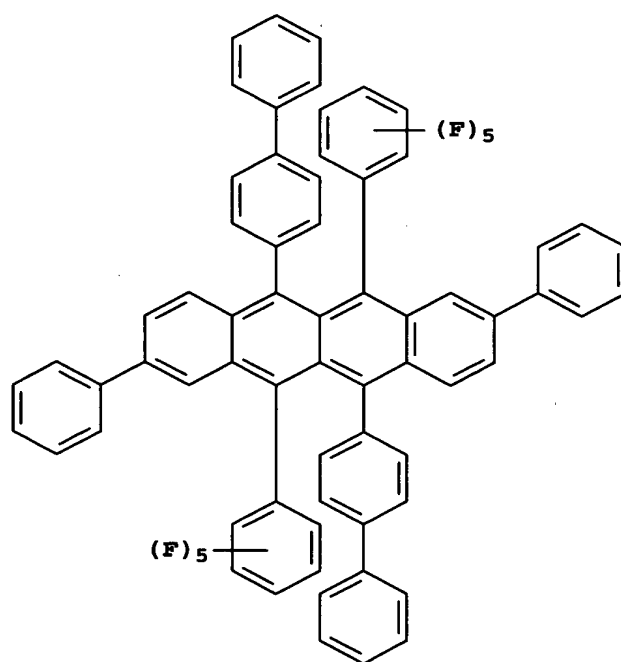
Inv-9



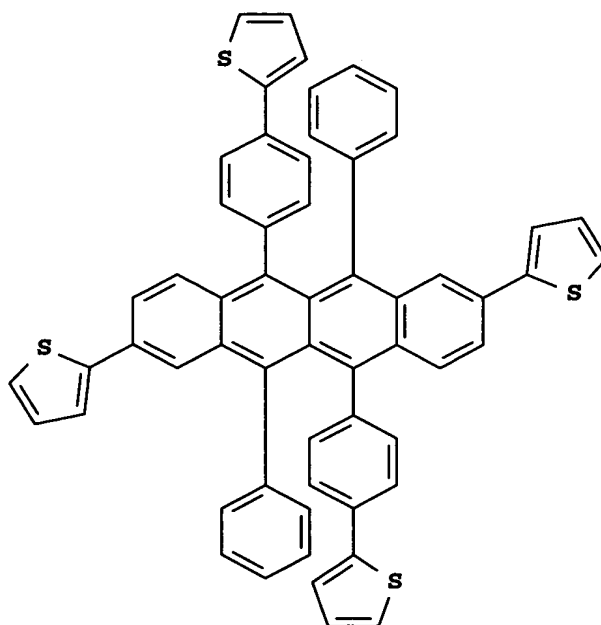
Inv-10



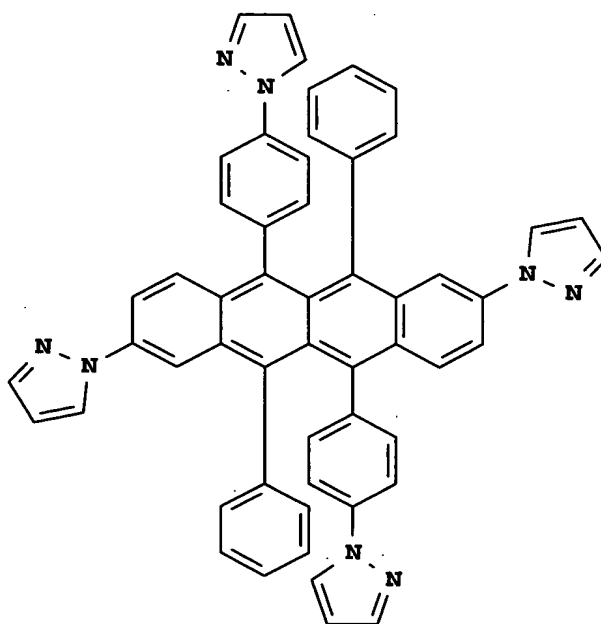
Inv-11



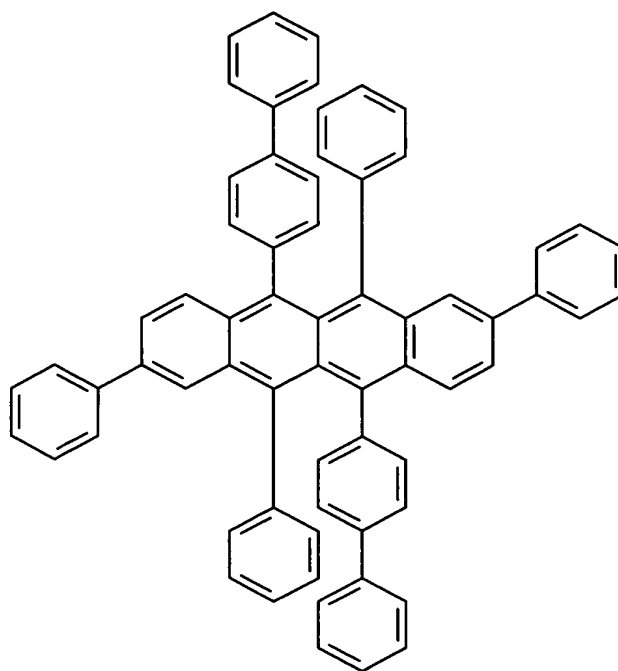
Inv-12



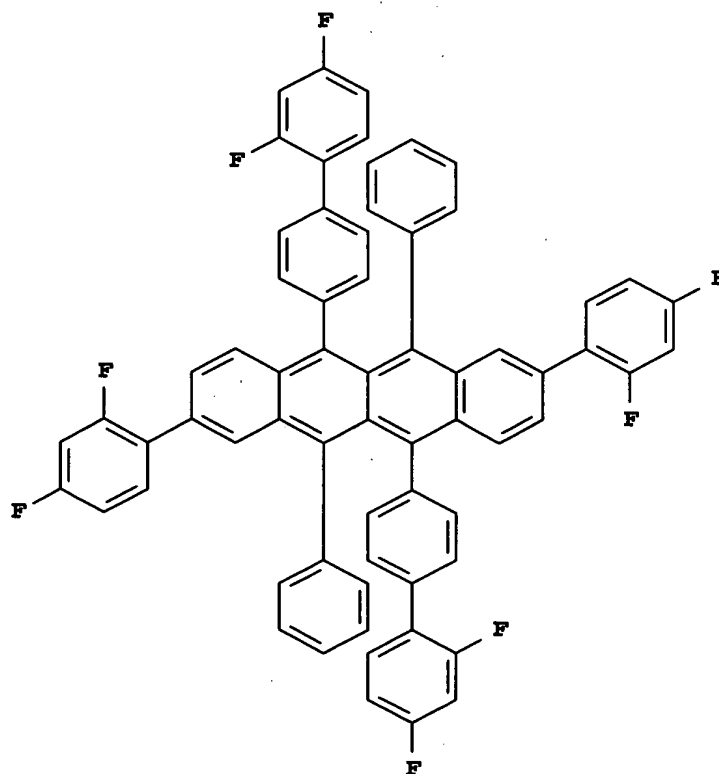
Inv-13



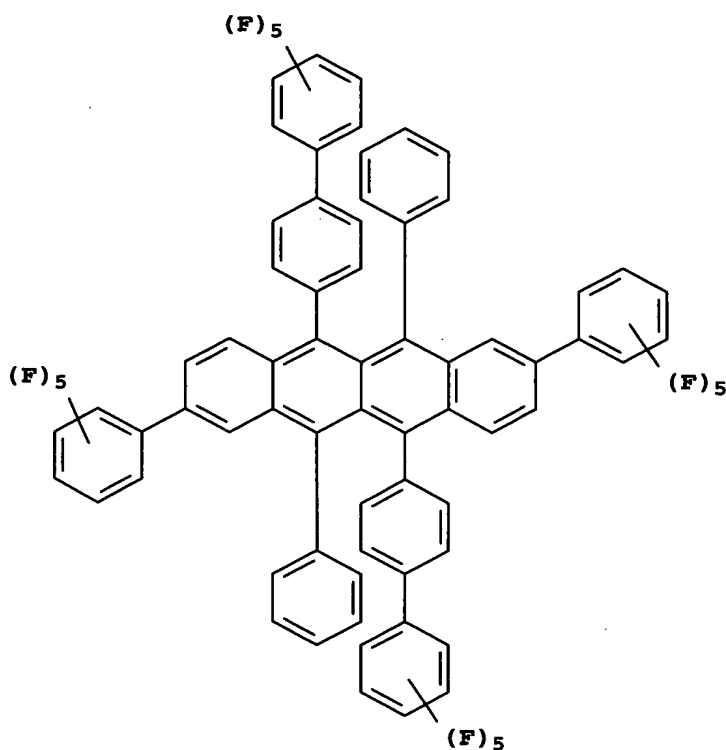
Inv-14



Inv-15



Inv-16



25. An OLED device of claim 1 wherein the rubrene derivative has a wavelength of maximum emission (λ_{\max}) in ethyl acetate solution such that $560\text{nm} < \lambda_{\max} \leq 650\text{nm}$.

26. An OLED device of claim 25 wherein the rubrene derivative has a wavelength of maximum emission (λ_{\max}) in ethyl acetate solution such that $565\text{nm} < \lambda_{\max} \leq 625\text{nm}$.

27. A light-emitting device containing the OLED device of claim 1.

28. A light-emitting display containing the OLED device of claim 1.

29. A method of emitting light comprising subjecting the device of claim 1 to an applied voltage.